

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Denali Flavors, Inc.		02/24/2014	CORPORATION: MICHIGAN
RECEIVING PARTY DATA			
Name:	Denali Co., LLC		
Street Address:	4666 Leighton Lakes Drive		
City:	Wayland		
State/Country:	MICHIGAN		
Postal Code:	49348		
Entity Type:	LIMITED LIABILITY COMPANY: MICHIGAN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2767670	BEAR FOOT	
CORRESPONDENCE DATA			
Fax Number:	6167421010		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	6167423500		
Email:	trademarks@mcgarrybair.com		
Correspondent Name:	Mary C. Bonnema, McGarry Bair PC		
Address Line 1:	32 Market Avenue SW, Suite 500		
Address Line 4:	Grand Rapids, MICHIGAN 49503		
ATTORNEY DOCKET NUMBER:	71537-23		
NAME OF SUBMITTER:	Mary C. Bonnema		
Signature:	/Mary C. Bonnema/		
Date:	02/24/2014		
Total Attachments: 2 source=G0839835#page1.tif source=G0839835#page2.tif			

CH \$40.00 2767670

TRADEMARK ASSIGNMENT

WHEREAS, Denali Flavors, Inc., a Michigan corporation, having its principal place of business at 4666 Leighton Lakes Drive, Wayland, Michigan 49348, U.S.A. ("Assignor"), is the record owner of the entire right, title and interest in and to the trademark applications/registrations identified on the attached Schedule A (the "Trademarks"); and

WHEREAS, Assignor has agreed to assign and transfer its entire right, title and interest in and to the Trademarks, together with all of the goodwill associated therewith and symbolized thereby, including all common law rights associated with the Trademarks by virtue of its use in commerce, to Denali Co., LLC, a Michigan limited liability company, having its principal place of business at 4666 Leighton Lakes Drive, Wayland, Michigan 49348, U.S.A. ("Assignee").

NOW, THEREFORE, in view of the premises herein and with consideration, the sufficiency and receipt thereof hereby acknowledged by Assignor, Assignor does hereby sell, convey, transfer and assign and deliver unto Assignee, its successors and assigns, the entire right, title and interest in and to the Trademarks, together with the goodwill associated therewith and symbolized thereby, and in and to any and all renewals thereof, together with all rights to sue and recover for past infringement thereof, to have and to hold forever for the sole and exclusive use and benefit of Assignee.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed by a duly authorized officer on this 24th day of February, 2013. 2014

Denali Flavors, Inc.

By: *Gerald W. Trancik*
Gerald W. Trancik
Vice President

Assignor

Robin D. Ziolkowski

ROBIN D. ZIOLKOWSKI
Notary Public, State of Michigan
County of Kent
My Commission Expires: 12/21/2014

STATE OF MICHIGAN)
) ss.
COUNTY OF _____)

Subscribed and sworn to before me this 24th day of February, 2013. 2014

Notary Public, _____ County, _____
My commission expires _____

Denali Co., LLC

By: *Wally M. Blume*
Wally M. Blume
CEO

Assignee

Robin D. Ziolkowski

ROBIN D. ZIOLKOWSKI
Notary Public, State of Michigan
County of Kent
My Commission Expires: 12/21/2014

STATE OF MICHIGAN)
) ss.
COUNTY OF _____)

Subscribed and sworn to before me this _____ day of _____, 2013.

Notary Public, _____ County, _____
My commission expires _____

SCHEDULE A

United States

Mark

Registration No.

Registration Date

BEAR FOOT

2,767,670

September 23, 2003